Council Litter Prevention Grants
Round 5, Information and guidelines for applicants
# Council Litter Prevention Grants Round 5, Information and Guidelines for Applicants

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1. Overview

Round 5 of the Council Litter Prevention Grants offers a total of $500,000 funding to NSW councils for litter prevention projects.

The NSW Environment Protection Authority (EPA) has opened Round 5 of the Council Litter Prevention Grants Program. Funding of $500,000 is available to NSW councils as part of the eight-year $802 million Waste Less, Recycle More initiative.

These guidelines will assist NSW councils to submit applications for Round 5 of the program.

Round 5 provides grant funding for two streams:

- **On-Ground projects** that deliver on-ground litter reduction and prevention, applying the integrated approach: education, infrastructure, enforcement and monitoring and evaluation.

- **Own It and Act projects** that help embed litter prevention in your organisation. More detail on the Own It and Act model is provided in the Own it and Act Status Checklist – Appendix 1.

Applications are due by **4pm on Friday 30 August 2019** and must be submitted by email to litter.prevention@epa.nsw.gov.au. Late applications will not be accepted.

2. About Round 5

How much funding is available?

Round 5 has a total of $500,000 available to NSW councils for projects starting in 2019-2020. The funding will be 100% contestable.

A maximum of $75,000 (excluding GST) in Round 5 funding is available to each successful NSW council. This includes:

- Up to $60,000 for Stream 1: On-Ground projects
- Up to $30,000 for Stream 2: Own It and Act projects.

Councils can apply for both On-Ground and Own It and Act projects.

Selecting what projects to apply for

The Own It and Act Status Checklist (see Appendix 1) helps identify your organisational strengths and weaknesses in relation to institutionalising litter prevention. It is designed to help guide the selection of projects for your application.

The Own It and Act Status Checklist must be completed and submitted with all Round 5 applications.

Completing the Checklist will determine if your organisation should complete an Own It and Act project and what type of Own It and Act project is worthwhile delivering for your organisation.

The EPA Litter Prevention Unit is available to provide advice on selection of projects:

Please contact litter.prevention@epa.nsw.gov.au or 8275 1503.
Program Background

The EPA Council Litter Prevention Grants Program began in 2013. Four rounds of the Council Litter Prevention Grants Program (for individual councils) and three stages of the Litter-Regional Implementation Program have been completed. Over 130 projects have been funded across 62 NSW councils and 15 Regional Groups of Councils to a value of $9 million – with excellent results. Projects have achieved average litter reduction rates of over 60% at targeted sites.

Round 5 aims to build on the previous program success, supporting councils to meet local and state priorities for litter reduction. Round 5 introduces a new funding stream for councils to deliver Own It and Act projects. This is to help institutionalise litter prevention by supporting councils to take ownership of, and act on, litter prevention.

Program Objective

The program objective is to continue supporting NSW councils to deliver local litter prevention projects that answer local needs and contribute to achieving goals in long-term litter reduction.

The NSW Government is serious about addressing the litter problem. Reducing the volume of litter by 40% by 2020 (http://www.nsw.gov.au/making-it-happen) is a Premier’s Priority.

Through previous rounds of the Grants Program, councils have achieved excellent results using the integrated approach to litter reduction. These efforts by the NSW Government, councils, community groups and individuals all using the integrated approach is beginning to be reflected in litter survey data. The 2017–18 National Litter Index results show a 37% reduction in litter volume.

Timeframes

<table>
<thead>
<tr>
<th>29 Jul 2019</th>
<th>30 Aug 2019</th>
<th>16 Sep 2019</th>
<th>From 16 Sep 2019</th>
<th>1 Sep 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 5 Applications Open</td>
<td>Round 5 Applications Close</td>
<td>Successful applicants announced:</td>
<td>Projects to commence</td>
<td>Projects completed, and final reports submitted</td>
</tr>
</tbody>
</table>

The EPA’s grant agreements signed
Detailed work and safety plans for project site(s)

Eligible applicants

To be eligible for funding, applicants must demonstrate a capacity to manage the grant funds, fulfil the grant criteria and be an individual NSW council (as defined under the Local Government Act 1992).

Regional organisations of councils will not be eligible to apply for Round 5 of the program. This grant is open to both previous applicants and recipients of the EPA’s NSW Council Litter Prevention Grant funding and to NSW councils that have not previously applied.

Litter sites targeted in previous Litter Prevention Grant rounds will be considered if the project enhances previous work.

Where multiple sites are selected, the strategic intent of the project needs to focus on a problem litter type or a problem litter-site type.
3. Stream 1: On-Ground projects

To be eligible for stream 1 funding, your proposed project must:

- be a litter reduction and/or prevention project
- be **site specific** and developed in response to the evidence collected based on the Online Local Litter Check results (rather than a generic council-wide project)
- use Online Local Litter Checks on affected sites before the project starts and on completion of the project (litterchecks.epa.nsw.gov.au/LocalLitterChecks)
- be conducted on **council-owned and council-managed public space** or on other publicly-used land with the support of the landholder
- include **collaborative partnerships** with key stakeholders such as internal staff, adjoining public or private land managers, industry, business and community organisations
- show **value for money** in delivering the project outcomes and provide evidence of in-kind or partner contributions
- **build capacity to act**, providing council employees, land managers and community organisations with the knowledge and skills to implement effective solutions (during and beyond the project)
- use the EPA’s *Don’t be a Tosser!* litter campaign materials to educate and guide the community on the social, environmental and economic impacts of litter. These can be found at litterlibrary.epa.nsw.gov.au/
- apply an **integrated approach** such as a clean-up component at project onset; install new or upgraded infrastructure; educate community; use strategic enforcement; and measure and report on the objectives and outcomes (see page 9 for further detail on applying an integrated approach)
- reflect the NSW priority sites and priority materials (see page 9).

Grant funding is available to cover 100% of project costs but an in-kind contribution is expected. A maximum of 50% of salary costs (including ongoing costs) for staff delivering the project will be eligible. Applicants should demonstrate why salary funding is needed and state other funding sources and in-kind contributions.

**Grant funding will not be available for:**

- use of education materials other than *Don’t be a Tosser!* materials
- activities carried out before the grant is offered and accepted
- public place recycling bays
- maintenance and servicing of new or existing bins
- play equipment, new paths, public amenity upgrades such as BBQs or shelters (excluding litter and butt bins), or landscaping unless the applicant can demonstrate that the project prevents litter or engages the community in litter prevention
- school programs – unless the Online Local Litter Check can demonstrate the ‘identified litterers’ for the project are school aged
- salary costs greater than 50% of the grant amount (salary costs can include project delivery)
- project management costs greater than 10% of the grant amount.

**Additional $5,000 available for Clean-ups at Container Deposit Scheme Reverse Vending Machines**

Since the introduction of the Container Deposit Scheme (CDS), litter has become an issue at various reverse vending machine (RVM) return points in NSW. As such, the EPA will prioritise grant applications that target RVM sites. Also, the EPA will provide a separate pool of funds, up to $5,000 for councils, to undertake clean-ups at RVM sites.
For example, a council applying for an on-ground project litter prevention grant may request up to an additional $5,000 as part of their application for cleaning up a site with an RVM. This increases the maximum funding amount a council can apply for to $80,000.

- RVM sites are defined as a return point for the NSW Government CDS, which house a reverse vending machine.
- The RVM site must be identified in the application and include at least one Online Local Litter Check and photographs from within the site.
- The funds must be managed by a NSW council, but can be used towards clean-ups of RVMs on private land, within the council boundary.
- There is no limit to the number of clean-ups undertaken at the RVM site.
- Clean-ups at the RVM site using this grant funding must begin with the first two months of the grant project and be completed within six months.
- A second Online Local Litter Check is required at the completion of the grant project (i.e. one year later), with photos.
- A summary outlining ideas to prevent litter at the RVM site in future must be included with the final report.
- This money cannot be used for maintenance and/or servicing of new or existing bins.

4. Stream 2: Own It and Act Projects

The EPA has developed the ‘Own It and Act’ model to help institutionalise litter prevention by supporting councils to take ownership of, and act on, litter prevention.

Further details on this model are provided in the Own It and Act Status Checklist (see Appendix 1).

To help councils progress to this model, Round 5 grant funding will enable councils to run projects that support the Own It and Act approach.

Funded projects should fill organisational gaps or build on strengths and capacity in relation to the Own It and Act “enablers”. These are:

- Leadership – setting a clear vision and an ambitious target
- Process – knowing what to do, where to find information and who to work with
- Commitment – answering the questions – why undertake litter prevention, what’s in it for me?
- Permission – this can include litter prevention in a project plan, in a position description, or in a budget.

Councils applying for Own It and Act project funding must demonstrate how the proposed project will build these enablers. The project may focus on developing one or multiple enablers.

Examples of Own It and Act projects that may be funded

Listed below are examples of projects that support the Own It and Act model. This list is not exhaustive, and there is no strict limit to what projects will be funded if applicants clearly demonstrate how the project will progress the Own It and Act model.

Litter prevention business case

Developing a business case for undertaking litter prevention that answers the bottom line needs of your organisation - including a cost/benefit analysis.

The EPA has developed a business case template for councils to use.
Cost of litter study
Undertaking a study to find out how much litter prevention and clean-up is costing your organisation – this may be done as a standalone study or as a prelude to a business case.

Baseline data study
Undertaking baseline data to help understand the problem, e.g. community surveys, litter assessments. This may be done to build leadership, set targets or help build a business case.

Operational procedures/guidelines
Including development of best practice, contacts, and organisational charts for implementing litter prevention initiatives.

Training and support
This can include things like running workshops, consultations, develop training materials. The objective would be to build staff and community interest in litter prevention.

Community strategic plan (CSP)
Developing strategies to include litter prevention in the council's CSP.

Examples of Own It and Act projects that won’t be funded
The following will not be funded:

- Salary costs for On-Ground litter prevention or project delivery other than Own It and Act
- Projects that do not support the Own It and Act model.

Given the nature of Own It and Act projects, if the use of consultants is justified, and, within reason, there is no specific limit on how much grant funding can be allocated.
5. Submitting an eligible application

To submit a valid grant application councils must:

• complete the Own it and Act Status Checklist
• complete ‘On-Ground project’ and/or ‘Own It and Act project’ application form/s
• demonstrate in their application that the project meets the eligibility criteria (see above)
• include in the application the names and signatures of the General Manager/CEO and Program Director who can attest to the accuracy of the information in the application and who has delegated authority to sign the application
• provide the written consent of any organisation that the council partners with on the project (or has nominated to provide in-kind support)
• ensure the application is received by the closing date and time – late applications will not be accepted and will be returned

Before applying for a grant, applicants need to complete a baseline litter assessment of their site using the EPA’s Online Local Litter Check. How-to videos and guidelines are available at https://www.epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/run-litter-prevention-project/local-litter-check

- The results of the Online Local Litter Check must be included in the application.
- Please include the ‘Results Summary’ page from your Online Local Litter Check.

Grant conditions

Applicants must:

• sign and return the EPA’s grant agreement (prior to funding), including risk analysis and work and public safety plan (if sites include waterways, roadsides or car parks)
• commence the project implementation from 16 September 2019 and complete the project by 1 September 2020
• hold appropriate insurance and public liability coverage
• submit a case study, final report and final Online Local Litter Check by 1 September 2020 (10% of the final grant amount will be held by the EPA until these are submitted)
  - All components of the Online Local Litter Check should be completed at the start and finish of the project and returned to the EPA. Final Litter Counts should be entered in the volume calculator and submitted in Excel format.
• acknowledge the support of the NSW Government on all publications, externally distributed reports, websites and publicity material including brochures, signage, advertising and invitations relating to the project with the following statement prominently displayed: ‘Proudly funded by the NSW Government.’

Grant payments will be provided in three instalments. Projects will need to be completed and final litter checks, case studies and reports submitted by 1 September 2020.

Submitting your application

Grant applications close at 4pm on Friday 30 August 2019.

You can submit your application by emailing litter.prevention@epa.nsw.gov.au with the subject line: ‘Your Council Name: Round 5 NSW EPA Council Litter Prevention Grants Program Application’.
Available resources and tools

A range of tools and resources are available through www.epa.nsw.gov.au/litter including:

- Things you should know about litter and litterers: www.epa.nsw.gov.au/resources/litter/130800-lpk-things-know.pdf
- Don’t be a Tosser! anti-littering collateral, style guide and other materials. You will need to register, then you can download the print-ready material for use. litterlibrary.epa.nsw.gov.au/
- Litter Prevention for Authorised Officers Course: To register your interest in completing this course email litter.prevention@epa.nsw.gov.au with your details.

6. Need help?

If you need assistance with your application or have questions, call (02) 8275-1503 or email litter.prevention@epa.nsw.gov.au.
7. Supporting Information

NSW litter priorities

The following NSW litter priorities reflect past learnings.

<table>
<thead>
<tr>
<th>Priority sites</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Industrial areas</td>
<td>Retail strips</td>
<td>Beaches</td>
</tr>
<tr>
<td></td>
<td>Highways and roads</td>
<td>Transport interchanges</td>
<td>Shopping centres</td>
</tr>
<tr>
<td></td>
<td>Car parks</td>
<td>Residential areas</td>
<td>Recreational parks</td>
</tr>
<tr>
<td></td>
<td>Reverse vending machine return points</td>
<td></td>
<td>Ovals/sports grounds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Priority materials</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Takeaway containers (plastic, paper, glass, metal)</td>
<td>Glass</td>
<td>Cigarette butts</td>
</tr>
<tr>
<td></td>
<td>Plastic</td>
<td>Metal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Drink containers (plastic, paper, glass, metal)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper and cardboard</td>
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The NSW Litter Prevention Kit

The EPA has developed resources to help people plan and conduct an effective litter prevention project. This is available at no charge on the EPA website, and includes the following:

- **Part 1**: Things you should know about litter and litterers
- **Part 2**: Run an effective litter prevention project
- **Part 3**: The Local Litter Check guidelines

**Local Litter Check**: an online tool that guides you through an investigation of a littered location and helps you decide what actions are most likely to reduce litter there.

**The NSW Litter Library**: downloadable communication resources for the Don’t be a Tosser! Campaign.

Integrated approach

The EPA Council Litter Prevention Grants Program applies an integrated approach to litter prevention, known as the Five Factors of litter prevention (see below). Each of the factors supports and complements the other to deliver effective behaviour change. These approaches are covered in more detail in the NSW Litter Prevention Kit Part 2: Run an effective litter prevention project. Applications need to apply an integrated approach to litter prevention.
Partnerships (internal and/or external) across the five factors are strongly encouraged. Projects can also leverage other EPA litter grant programs, including Regional Implementation Program (L-RIP) and EPA Round 5 Community Litter Grants.

<table>
<thead>
<tr>
<th>Five factors of litter prevention</th>
<th>Cleaning</th>
<th>Infrastructure</th>
<th>Education and awareness</th>
<th>Enforcement</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>For example, cleaning up a location and keeping it clean to communicate to people what behaviours are expected there</td>
<td>For example, improving physical infrastructure, including bins and signs, to make it clear and simple for people to dispose of their rubbish responsibly</td>
<td>For example, outreach and consistent messages to prompt people to dispose of their rubbish responsibly</td>
<td>For example, increase awareness of litter laws and fines, and increase the perception that people are likely to be caught for littering</td>
<td>For example, increase the community’s sense of pride and ownership in the location and show the improvements from your litter prevention efforts</td>
<td></td>
</tr>
</tbody>
</table>

**Don’t be a Tosser! campaign**

Projects funded through the EPA Council Litter Prevention Grants Program need to utilise the *Don't be a Tosser!* creative materials. A range of *Don't be a Tosser!* tools and resources (including print ready and editable artwork files) are available via the EPA’s online Litter Library ([litterlibrary.epa.nsw.gov.au](http://litterlibrary.epa.nsw.gov.au)). Email litter.prevention@epa.nsw.gov.au for access to the online resources.

*Don't be a Tosser!* is a foundational component of the integrated approach to litter prevention in NSW. The *Don't be a Tosser!* message was developed through extensive focus group testing and a Local Government Stakeholder Reference Group. Evaluation and analysis shows *Don't be a Tosser!* is effective and is making a substantial impact on littering behaviour in NSW.

*Don't be a Tosser!* achieves high campaign recall, solid message take-out, and excellent social engagement. Research also indicates it contributes to increasing negative sentiment towards litterers and increases the likelihood to report someone for littering from a vehicle.
SMART objectives

The EPA’s litter prevention grants are offered to councils to deliver projects that apply an integrated approach to litter prevention including education and awareness; infrastructure (including clean-ups); regulation and enforcement; and evaluation strategies. Partnerships are also highly encouraged. Your project should take into consideration the Premier’s Priority to reduce litter volume by 40% by 2020.

After you have completed the Local Litter Check and gathered any other research or data about littering behaviours, you will be required to develop SMART objectives for your project for each of the five factors of litter prevention.

What are SMART objectives?

- **Specific**: The objective should be as specific as possible and answer the questions: What is your goal? How often or how much? Where will it take place?
- **Measurable**: How will you measure your objective? Measurement will give you specific feedback and hold you accountable.
- **Attainable**: Objectives should push you, but it is important that they are achievable. Are your objectives attainable?
- **Realistic**: Is your timeframe for achievement realistic for the objective you have established?
- **Timely**: Do you have a timeframe set out? This helps you be accountable and helps in motivation.
8. Appendix 1:

**Own It and Act Framework**

NSW litter data is showing significant falls in litter volume and littered items. From 2013-14 to 2017-18, the volume of litter reduced by 37% and the number of littered items reduced by 27%. We have almost reached the target set by the NSW Premier in 2015 – to reduce litter volume by 40% by 2020.

**How do we embed these reductions and lock in the positive impacts?**

The EPA has developed an approach called ‘Own It and Act’. This is based on its assessment of where NSW is at in its litter prevention journey and the gains that can be made going forward.

We are keen to get feedback on how effective this approach is for stakeholders and how the EPA can support the NSW population to own litter prevention and have the confidence to act to prevent it.
Who needs to ‘own it and act’?

In thinking about this framework, the first question is: who needs to own litter prevention? The EPA came up with three groups:

1. **Me**
2. **My organisation**
3. **My networks**

Up to this point, litter prevention programs in NSW have been focused on the individual – the ‘me’. And we are changing behaviour. But organisations and networks are also necessary to institutionalise litter prevention. The work done by councils, land managers, businesses, community groups and industry sectors is different but still an absolutely necessary part of the litter prevention framework.
What are the enabling factors to help us all ‘Own It and Act’?

**Leadership** – we need a clear vision and an ambitious target. Leadership is the critical enabler that allows all other enablers to operate.

**Process.** This element is about knowing what to do. Organisations, networks and individuals all need to know the best things they can do to influence litter reduction, and they should have the confidence to take action.

**Commitment.** This element focuses on how to gain commitment from an organisation or network to take action. Commitment will come once a credible business case is made that answers the bottom line needs of the organisation or network. It might be budget, it might be reputation, it might be community complaints.

**Permission.** Each of us as individuals, or within an organisation or network, needs permission to take action. This can come by including litter prevention in a project plan, in a position description or in a budget.
9. Own It and Act Status Check

Where is your organisation at?

How you and your organisation apply the Own It and Act framework may differ depending on current involvement and experience with litter prevention.

It is helpful to first undertake a status check of progress along the Own It and Act pathway towards integrated litter prevention practice.

Please tick the check boxes that are true from your organisation’s perspective.

Me:

Commitment
☐ I am committed to integrated litter prevention practice
☐ I practice litter prevention in my life outside of work
☐ I demonstrate zero tolerance of littering

My Council:

Leadership
☐ My council has litter prevention included in a strategic or corporate plan
☐ My council has an established litter prevention commitment and/or target
☐ Someone is accountable for delivering this commitment and/or target
☐ Leaders communicate a shared vision of litter prevention
☐ Leaders are engaged and committed to litter prevention
☐ Leaders understand the litter prevention challenge

Commitment
☐ My council understands the importance of litter prevention to the council
☐ There is an established baseline of litter data and community sentiments (surveys)
☐ The cost of litter to my council is known
☐ There is a business case for litter prevention
☐ Multiple departments are involved in and committed to litter prevention

Process
☐ My council understands how to deliver effective and coordinated litter prevention strategies
☐ My council has developed protocols and staff capacity to deliver effective litter prevention strategies
☐ Staff know who to talk to regarding litter prevention
☐ Litter prevention roles are included in related duty statements
☐ Staff know how to implement litter prevention plans
Permission

☐ My council has an officer, position or unit responsible for litter prevention
☐ My council allocates resources (budget, staff and materials) to litter prevention
☐ There is a clear career path for those involved with litter prevention
☐ Training and support exist for building litter prevention capacity across the council
☐ Support and tools for litter prevention are readily available
☐ There is a track record of on-ground delivery of successful litter prevention
☐ Litter prevention successes are celebrated

My Networks:

Commitment

☐ Understand the importance of litter prevention to the council
☐ I'm engaged in my council activities and collaborate to maintain litter prevention outcomes
☐ The links between sectors are well managed
☐ Local networks have coordinated litter prevention policies and practices
☐ There is confidence that each part of our network knows about others' litter prevention activities